Attributes of sugarcane technologies as perceived by the farmers of quasi-government and private extension services

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ABSTRACT
Sugarcane is one of the important commercial crops in India and it plays a vital role in the socio-economic transformation of the country. To increase the sugarcane production and productivity, there is an urgent need to transfer the recommended technologies to the sugarcane farmers. Extension agencies of both co-operative and private sugar factories were effectively involved in the transfer of improved sugarcane technologies to the farmers. Perception of farmers towards attributes of sugarcane technologies are considered as the vital factors influencing effective transfer of technologies. Keeping this in view, a study was conducted in Cuddalore district of coastal Tamil Nadu. To measure the attributes of sugarcane technologies, five major attributes viz., relative advantage, compatibility, complexity, observability and trialability have been included in this study. The findings on the overall attributes of technologies revealed that majority of the respondents of quasi-government extension service expressed the attributes as less favourable for adoption of sugarcane technologies, whereas majority of the farmers of private extension service expressed the attributes as more favourabble for adoption of sugarcane technologies.

Key words : Attributes, Sugarcane technologies, Extension service.